

## Key resource persons



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**Dr. Saravanan Raj**, is a Director (Agricultural Extension), National Institute of Agricultural Extension Management (MANAGE), Hyderabad. He is specialised in ICT- enabled extension and social media. He has published several research papers, books, manuals and blogs on ICT based extension and using social media for rural development.

For any programme specific queries, please contact the Programme Director or Coordinator

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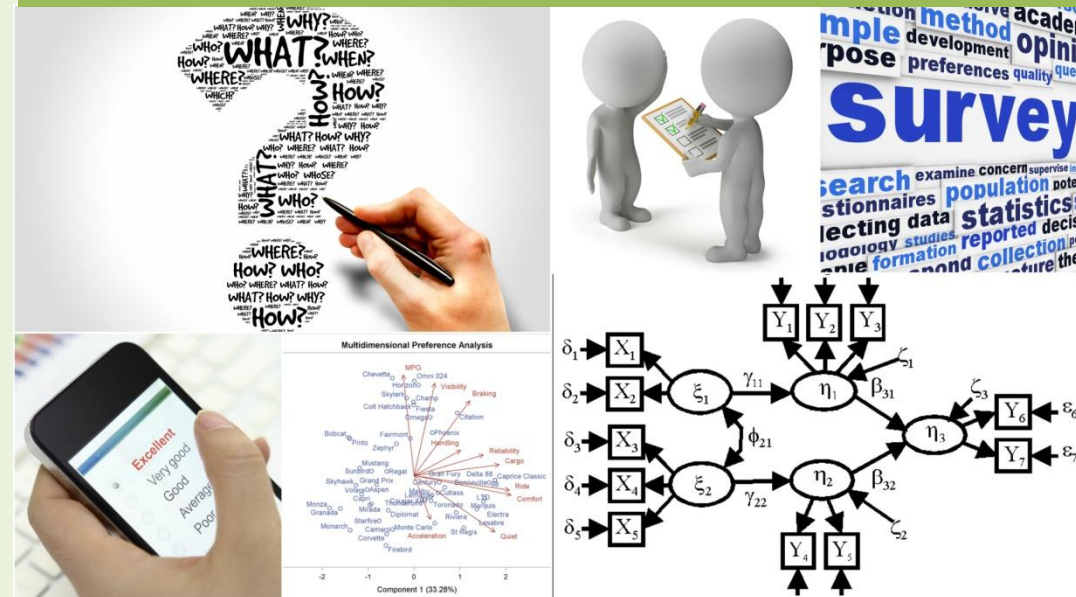


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Sharing, learning and networking  
for innovation

## Workshop on *Good Practices in Quantitative Social Science Research* *A journey from conceptualization to research application*

**August 7-12, 2017**



**ICAR – Central Tuber Crops Research Institute**

**Sreekariyam, Thiruvananthapuram – 695017, Kerala, India**

**&**

**Centre for Research on Innovation and Science Policy**

**Hyderabad-500 034, Andhra Pradesh, India**

### Background

The social science research in India is at the transition due to rapid technological developments in various areas including agriculture, industries and service sectors. The social scientists in various technical and business management Institutes are entrusted with various responsibilities like technology transfer, commercialisation, market development and entrepreneurship creation. As the empirical research plays a crucial role in improving the practice, there is a need to conduct systematic inquiry into the social and psychological processes in the user system. Since the social science research is conducted in a complex environment, there is a need to follow good practices from conception and application to improve the quality of results and maximising their impact on the user system.

### About the workshop

This workshop is organised by ICAR – Central Tuber Crops Research Institute (ICAR-CTCRI) in collaboration with Agricultural Extension in South Asia (AESAs), CRISP, Hyderabad to equip the social scientists and research scholars from social science and business management disciplines on critical skills in conducting and publishing empirical social science research. The workshop focuses on using “good practices” at every stage in conducting empirical research to maximise its utility to user system. The workshop broadly covers the following aspects

- Identification of research problems; Specifying concepts, constructs, premises and hypotheses
- Sampling techniques – methods and size
- Choosing a “right” research design, methods and tools
- Designing and optimising length of research instruments
- Reliability and validity assessment
- Data cleaning methods – outliers, missing data, assumptions
- Basic statistical analysis – descriptive and inferential methods
- Modelling human choice – LOGIT, PROBIT and TOBIT
- Consumer preferences - perceptual mapping and conjoint

- Developing scales using Structural Equation Modelling (SEM) – Factor analysis, Principal Components and SEM
  - Publishing research outputs/ outcomes and research utilization
- All the sessions will be conducted through “hands on” approach with suitable statistical software.

### Who should attend?

This programme is open for scientists, faculties, research scholars and students from any social science disciplines. The maximum number of participants for the Workshop is 35 (Scientists/ faculties – 25 and research scholars/ students -10).

**Programme duration:** August 7-12, 2017

### Venue

The workshop will be conducted at the ICAR – Central Tuber Crops Research Institute, Thiruvananthapuram, Kerala, India.

### Workshop fee

The workshop fee for scientists/ faculties is Rs. 5000 and for research scholars/students is Rs 1000. This fee includes the programme charges, training materials, lunch and snacks during the workshop and resource person fee. Accommodation will be arranged on payment basis.. The course fee may be paid in the form of online RTGS transfer to the beneficiary “ICAR Unit, CTCRI”, AC No. 00000057019705533, Bank: State Bank of India, Sreekariyam, IFSC Code SBIN0070288. The fee may also be deposited through DD drawn in favour of “ICAR Unit, CTCRI” payable at Thiruvananthapuram, Kerala, India.

### How to apply?

The applicants are requested to fill the Nomination form attached with this brochure and send the scanned copy to the Programme Director by email ([itmuctcri@gmail.com](mailto:itmuctcri@gmail.com) ; [Sivakumar.PS@icar.gov.in](mailto:Sivakumar.PS@icar.gov.in) ). The research scholars/ students are requested submit a *bona fide* certificate from HoD/ Dean /PI along with nomination. The last date for sending the nominations is July 31, 2017.